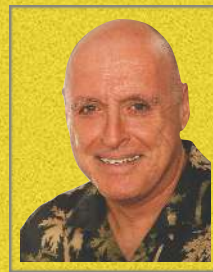


# THE EXTRA POINT

BY JERRY ROBERTS



## # 674 Finding Opportunity in Problems

Today, capitalizing on opportunity that others may not see. I'm Jerry Roberts and that's next, on The Extra Point.

Last week, Ray encouraged me to do an Extra Point on a story about "period positivity," the reference to *period* being a woman's menstrual cycle. The positivity angle came about, frankly, in the pursuit of marketing the Swedish brand of health and feminine products brand Intimina.

Intimina wanted to focus on what they termed the stigma and social taboo of periods, and that women should finally feel empowered to talk about a very normal bodily function.

I'm married, have daughters, granddaughters, nieces, and various friends who are female. I'm familiar with the concept. I'm not sure there is a social taboo in America over a woman having her period, but I'll admit I've never sat down with any of them to have a long conversation about it. That said, there is no question that some women are impacted to a greater degree than others, both physically and emotionally.

The primary goal of any product creator is to first identify a problem and then solve it. Intimina, already a player in this market, solidifies their position by claiming the social taboo, and then setting out to capitalize on it.

Intimina partnered with Pantone, a graphic design firm that has defined all issues relating to colors for over 30 years, to come up with a new red shade, entitled Period. In their words, *Period* the color is "active, adventurous, courageous," and encourages "people who menstruate to feel proud of who they are."

Further, "To own their period with self-assurance; to stand up and passionately celebrate the exciting and powerful life force they are born with."

Now, is that a message that will resonate with all women? Well, it's a little over the top, so maybe not everybody. However, if Intimina knows their market and who they can attract to expand it, the investment is worth it.

Let me go in a slightly different direction. If someone came to me and asked me to figure out an angle on helping women who have a difficult time with their monthly cycle, the first thing I would do is assemble a focus group of women who are willing to talk about their experiences. I'd want to learn about the challenges, the problems, and what kind of changes they'd like to see. It's not a terribly expensive or long process.

Then, I'd look at my products and services and ask myself, "How can we improve what we do to make it easier on these women? Can we modify what we have and create an added benefit, or should we be looking at designing something completely new?" Sometimes, small changes or adding a new product or service can make a significant difference in results.

Overall, our goal should be to always look to figure out what is troubling our customers, and how we can provide a solution.

Intimina didn't solve any problem. What Intimina did was to reframe an issue that impacts half of the world's population, and simply became a champion for a cause that previously may not have been so well organized — and also became its cheerleader. That works, too.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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